

Learning Together

Date:

Tuesday, April 24

Time: 9:00—noon

Place:

Room—Sentinel 101
Selkirk College
301 Frank Beinder
Way, Castlegar, BC

Cost: \$25

Registration:

Alana Murdoch or
Desneiges Profili
amurdoch@cbal.org
dprofili@cbal.org

The Keys to Plain Language



Kate Harrison Whiteside uses her journalism, business and training experience and skills to help people communicate clearly and creatively. She is a web/social/e-media service provider; published plain language writer/editor; web and new media trainer; event organizer; videographer; blogger; and fiction writer.

Plain language is so much more than clear writing. Taking a holistic approach can be more rewarding for organizations and clients. Find out what it is, how to integrate it into your organization and implement it into your communications activities – in person, in print and online. Key tips on planning, assessing, writing, editing and testing messages with users will be provided. Examples, resources and guides will be included. An inter-active approach is used – come prepared to share ideas, review your own documents and suggest ways you can build clear communications into everything you do.

Participants will leave with:

- ✓ increased understanding of plain language,
- ✓ skills in applying clear writing and editing guidelines, and
- ✓ the confidence to begin integrating plain language into a task, project or organization.

This event is open to community service providers and organizations. Morning coffee will be provided.